Kiwanis kicks off 100th birthday with major volunteer effort

More than 7,000 Kiwanis volunteers to decorate several Rose Parade floats

WHAT: Kiwanis International provides one of the single largest groups of volunteers to decorate floats for the Rose Parade. More than 7,000 adults and high school youth affiliated with the organization put in 56,000 hours to make the floats come to life. The 2015 Rose Parade coincides with Kiwanis’ 100th birthday, which will be marked in the coming year by a series of service projects dedicated to improving the lives of children around the world.

WHEN: Dry Decoration, Dec. 20, 9 a.m.-5 p.m.
Floral Decoration, daily, from Dec. 26 to Dec. 31, 8 a.m.-11 p.m.
** Special 100th birthday celebration, Dec. 30 from 11 a.m.-noon (located on the apron at the Rosemont Pavilion)

WHERE: Phoenix Decorating’s Rosemont Pavilion location
700 Seco Street, Pasadena (across from the Rose Bowl)

WHO: Kiwanis members and Kiwanis Sponsored Youth who are members of Key Clubs, KIWINS Clubs and Circle K Clubs. In addition, the following Kiwanis leaders will be on site Dec. 30 and available for interviews:

□ David Wallach, District Rose Float Chairman, Kiwanis Club of Pasadena
□ Dr. John Button, president, Kiwanis International
□ Bob Parton, president, Kiwanis International Foundation
□ Kathy Le, president, Circle K International
□ Maria Palazzolo, president, K Club International

VISUALS: Volunteers and top Kiwanis leaders at Kiwanis’ 100th birthday party celebration on Tuesday, Dec. 30, from 11 a.m.-noon. Event will be located at Phoenix Decorating’s Rosemont Pavilion.

Sneak peek at Kiwanis’ float, themed appropriately, “100 Years of Inspiring Children”
Detailed placement of flowers on more than a dozen floats by Kiwanis volunteers

NOTES FOR MEDIA:

- Parking is located across the street or at the end of Seco Street.
- Kiwanis media contact Steven Hadt will be on site beginning Dec. 26.

About Kiwanis
Founded in 1915, Kiwanis International is a global organization of clubs and members dedicated to serving the children of the world. Kiwanis and its family of clubs, including Circle K International for university students, Key Club for students age 14–18, Builders Club for students age 11–14, Kiwanis Kids for students age 6–12 and Aktion Club for adults living with disabilities, dedicate annually more than 18 million service hours to strengthen communities and serve children. The Kiwanis International family comprises nearly 600,000 adult and youth members in 80 countries and geographic areas. For more information about Kiwanis International, please visit www.kiwanis.org.